

CURRICULUM VITAE

Kathleen M. Rose

Assistant Professor
School of Journalism | University of Missouri

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APPOINTMENTS

- 2021-pres. **University of Missouri, School of Journalism**, Columbia, Missouri
Assistant Professor in Strategic Communication
- 2019-2021 **Dartmouth College, Institute for Writing and Rhetoric**, Hanover, New Hampshire
Postdoctoral fellowship in Science Communication & Lecturer

EDUCATION

- Ph.D. University of Wisconsin-Madison, 2019**
Mass Communications, Department of Life Sciences Communication (LSC)
PhD minor: Educational Psychology
Advisor: Dr. Dominique Brossard
- M.S. The Ohio State University, 2014**
Environment and Natural Resources
Specialization: Environmental Social Science
Advisor: Dr. Eric Toman
- B.S. The Ohio State University, 2012**
Environment and Natural Resources

PEER REVIEWED PUBLICATIONS

- Rose, K. M.**, Brossard, D., & Scheufele, D. A. (2020). Of society, nature, and health: How perceptions of specific risks and benefits of genetically engineered foods shape public rejection. *Environmental Communication*, 14(7), 1017-1031.
doi:10.1080/17524032.2019.1710227
- Rose, K. M.**, Markowitz, E. M., & Brossard, D. (2020). Scientists' incentives and attitudes toward public communication. *Proceedings of the National Academy of Sciences*, 117(3), 1274-1276. doi:10.1073/pnas.1916740117
- Rose, K. M.**, Howell, E. L., Su, L. Y.-F., Xenos, M. A., Brossard, D., & Scheufele, D. A. (2019). Distinguishing scientific knowledge: The impact of different measures of knowledge on GM food attitudes. *Public Understanding of Science*, 28(4), 449-467.
doi:10.1177/0963662518824837
- Li, N., Brossard, D., Anderson, A. A., Scheufele, D. A., & **Rose, K. M.** (2018). How do policymakers and think tank stakeholders prioritize the risks of the nuclear fuel cycle? A semantic network analysis. *Journal of Risk Research*, 21(5), 599-621.
doi:10.1080/13669877.2016.1223164

- Li, N., Brossard, D., Scheufele, D. A., Wilson, P. H., & **Rose, K. M.** (2018). Communicating data: Interactive infographics, scientific data and credibility. *Journal of Science Communication*, 17(02), A06. doi:10.22323/2.17020206
- Rose, K. M.**, Howell, E. L., Scheufele, D. A., Brossard, D., Xenos, M. A., Shapira, P., Youtie, J., & Kwon, S. (2018). The values of synthetic biology: Researcher views of their field and participation in public engagement. *BioScience*, 68(10), 782-791. doi:10.1093/biosci/biy077
- Su, L. Y.-F., Xenos, M. A., **Rose, K. M.**, Wirz, C. D., Scheufele, D. A., & Brossard, D. (2018). Uncivil and personal? Comparing patterns of incivility in comments on the Facebook pages of news outlets. *New Media & Society*, 20(10), 3678-3699. doi:10.1177/1461444818757205
- Akin, H., **Rose, K. M.**, Scheufele, D. A., Simis-Wilkinson, M., Brossard, D., Xenos, M. A., & Corley, E. A. (2017). Mapping the landscape of public attitudes on synthetic biology. *BioScience*, 67(3), 290-300. doi:10.1093/biosci/biw171
- Rose, K. M.**, Korzekwa, K., Brossard, D., Scheufele, D. A., & Heisler, L. (2017). Engaging the public at a science festival: Findings from a panel on human gene editing. *Science Communication*, 39(2), 250-277. doi:10.1177/1075547017697981
- Rose, K. M.**, Toman, E., & Olsen, C. S. (2017). Public use of information about smoke emissions: Application of the risk information seeking and processing (RISP) model. *Canadian Journal of Forest Research*, 47(11), 1527-1537. doi:10.1139/cjfr-2017-0099
- Runge, K. K., Brossard, D., Scheufele, D. A., **Rose, K. M.**, & Larson, B. J. (2017). Attitudes about food and food-related biotechnology. *Public Opinion Quarterly*, 81(2), 577-596. doi:10.1093/poq/nfw038
- Scheufele, D. A., Xenos, M. A., Howell, E. L., **Rose, K. M.**, Brossard, D., & Hardy, B. W. (2017). U.S. attitudes on human genome editing. *Science*, 357(6351), 553-554. doi:10.1126/science.aan3708
- Yeo, S. K., Handlos, Z. J., Karambelas, A., Su, L. Y.-F., **Rose, K. M.**, Brossard, D., & Griffin, K. S. (2017). The influence of temperature on #ClimateChange and #GlobalWarming discourses on Twitter. *Journal of Science Communication*, 16(05), A01. doi:10.22323/2.16050201
- Yeo, S. K., Liang, X., Brossard, D., **Rose, K. M.**, Korzekwa, K., Scheufele, D. A., & Xenos, M. A. (2017). The case of #arseniclife: Blogs and Twitter in informal peer review. *Public Understanding of Science*, 26(8), 937-952. doi:10.1177/0963662516649806
- Simis, M. J., Yeo, S. K., **Rose, K. M.**, Brossard, D., Scheufele, D. A., Xenos, M. A., & Pope, B. K. (2016). New media audiences' perceptions of male and female scientists in two sci-fi movies. *Bulletin of Science, Technology & Society*, 35(3-4), 93-103. doi:10.1177/0270467616636195

SCHOLARSHIPS AND AWARDS

- 2018 LSC Graduate Travel Awards for Professional Development, UW-Madison
- 2018 Graduate School Student Research Grants Competition Travel Grant, UW-Madison
- 2017 Ferdinand Plaenert Scholarship (full year), UW-Madison
- 2017 Best Poster Award, Society for Risk Analysis (SRA)
- 2017 LSC Graduate Travel Awards for Professional Development, UW-Madison
- 2016 Jean W. Fewster Life Sciences Communication Scholarship (full year), UW-Madison

- 2016 LSC Graduate Travel Awards for Professional Development, UW-Madison
 2015 Nellie McCannon Life Sciences Communication Scholarship (full year), UW-Madison
 2013 Food, Agriculture, and Environmental Science (FAES) Environmental Graduate
 Research Fellowship (full year), OSU
 2012 Graduate School University Fellowship (full year), OSU

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

(Note: * before name indicates presenter)

- *Holesovsky, C. M., **Rose, K. M.**, & Brossard, D. (2021, November). *Connected scholars: Examining the role of social media in engagement practices for faculty at land-grant universities in the United States*. Paper to be presented at the Science & You conference, Metz, France.
- Rose, K. M.**, Brossard, D., & Markowitz, E. M., *Bao, L. (2021, May). *Structures of engagement: How institutional structures at U.S. land-grant universities impact science faculty public engagement*. Paper presented at the Public Communication of Science and Technology (PCST) conference, Aberdeen, Scotland.
- ***Rose, K. M.** (2020, February). *Who supports science communication? University scientists and public communication*. Paper presented at the American Association for the Advancement of Science (AAAS) meeting, Seattle, WA.
- Rose, K. M.**, *Brossard, D., & Scheufele, D. A. (2019, August). *Of nature, trust, and health: Understanding public risk perceptions of genetically engineered foods*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) conference, Toronto, Canada.
- ***Rose, K. M.**, Brossard, D., & Markowitz, E. M. (2019, May). *Scientists as decision-makers: How science faculty members view the public and contributions to decisions about science*. Paper presented at the International Communication Association (ICA) conference, Washington, D.C.
- ***Rose, K. M.**, Xenos, M. A., Brossard, D., & Scheufele, D. A. (2018, November). *Public opinion of evolution: Using science and beliefs to understand the world*. Paper presented at the Midwest Association for Public Opinion Research (MAPOR) conference, Chicago, IL.
- Nepper, J. F., Howell, E. L., ***Rose, K. M.**, Brossard, D., Xenos, M. A., Scheufele, D. A. (2018, April). *Comparison of graduate students and tenure-track faculty in levels of and attitudes toward public science communication engagement*. Paper presented at the Public Communication of Science and Technology (PCST) conference, Dunedin, New Zealand.
- ***Rose, K. M.**, Xenos, M. A., Brossard, D., & Scheufele, D. A. (2018, April). *Public opinion of evolution: Different approaches to measuring evolution beliefs*. Paper presented at the Public Communication of Science and Technology (PCST) conference, Dunedin, New Zealand.
- *Yeo, S. K., Handlos, Z. J., Karambelas, A., Su, L. Y.-F., **Rose, K. M.**, Brossard, D., & Griffin, K. S. (2018, April). *The influence of temperature on topics of Twitter discourse about #climatechange and #globalwarming*. Paper presented at the Public Communication of Science and Technology (PCST) conference, Dunedin, New Zealand.

- ***Rose, K. M.**, Scheufele, D. A., Brossard, D., & Xenos, M. A. (2017, December). *Engaging with human gene editing: Public views toward decision-making about controversial scientific issues*. Poster presented at the Society for Risk Analysis (SRA) meeting, Arlington, VA. **[Best Poster Award]**
- Rose, K. M.**, Su, L. Y.-F., Wirz, C. D., *Brossard, D., Scheufele, D. A., & Xenos, M. A. (2017, July). *Of nature, trust, and health: Understanding public opinion of GM foods*. Paper presented at the World Association for Public Opinion Research (WAPOR) conference, Lisbon, Portugal.
- *Su, L. Y.-F., Xenos, M. A., **Rose, K.**, Wirz, C., Scheufele, D. A., & Brossard, D. (2017, May). *Uncivil and personal? Comparing patterns of incivility in Facebook comments of news outlets*. Paper presented at the International Communication Association (ICA) conference, San Diego, CA.
- ***Rose, K. M.**, Su, L. Y.-F., Wirz, C., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2016, December). *Gut reactions to GMO foods: Analyzing the interplay of attitudes, trust, and risk perceptions*. Paper presented at the Society for Risk Analysis (SRA) meeting, San Diego, CA.
- *Wirz, C. D., Chung, J. H., **Rose, K. M.**, Brossard, D., Scheufele, D. A., Xenos, M. A., & Massarani, L. (2016, December). *Zika Outbreak: A multilingual analysis of social media discourse surrounding the zika virus and genetically engineered mosquitoes*. Poster presented at the Society for Risk Analysis (SRA) meeting, San Diego, CA.
- Rose, K. M.**, Toman, E., Olsen, C. S., & *Frederick, S. S. (2016, November). Framing messages about prescribed fire and smoke emissions. Paper presented at the Second International Smoke Symposium (ISS2), Long Beach, CA.
- ***Rose, K. M.**, Su, L. Y.-F., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2016, November). *Factual versus perceived knowledge: Interplay of knowledge and food consciousness with GM attitudes*. Paper presented at the Midwest Association for Public Opinion Research (MAPOR) conference, Chicago, IL.
- *Okada, T., **Rose, K. M.**, Brossard, D., Scheufele, D. A., & Xenos, M. A. (2015, November). *Bright future for science communication? Exploring the impacts of network heterogeneity on knowledge and attitudinal ambivalence in the age of social media*. Paper presented at the Midwest Association for Public Opinion Research (MAPOR) conference, Chicago, IL.
- *Akin, H., **Rose, K. M.**, Scheufele, D. A., Simis, M. J., Brossard, D., Xenos, M. A., & Corley, E. A. (2015, August). *Public attitudes on synthetic biology: Mapping landscapes and processes*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) conference, San Francisco, CA.
- *Toman, E., **Rose, K. M.**, Olsen, C. S., & Frederick, S. (2013, October). *Smoke and people: The implications of beliefs, attitudes, and perceived risk for communication*. Paper presented at the International Association of Wildland Fire (IAWF) International Smoke Symposium, Washington, D.C.
- ***Rose, K. M.**, Toman, E., Olsen, C. S., & Frederick, S. (2013, June). *The hazards of smoke from fire and fuels management: Application of the Risk Information Seeking and Processing (RISP) model*. Paper presented at the International Symposium on Society and Resource Management (ISSRM), Estes Park, CO.

PROFESSIONAL AND RESEARCH EXPERIENCE

- 2018- *UW-Madison, Department of Life Sciences Communication*
2019 In collaboration with *University of Massachusetts Amherst, Department of Environmental Conservation*
Research assistant
PIs: Dr. Dominique Brossard, Dr. Ezra Markowitz
Assisted in survey design, data collection, analysis, and publication writing
- Faculty member engagement at land-grant universities survey (Summer 2018)
- 2015- *UW-Madison, Morgridge Institute for Research (MIR)*
2019 Affiliate with Outreach Program team via collaboration with LSC
Collaboration focusing on evaluating the Wisconsin Science Festival (WSF) and various science event/outreach programs; Outreach Program team training
- 2014- *UW-Madison, Department of Life Sciences Communication*
2019 Project assistant with Science, Media, and the Public (SCIMEP) Research Group
PIs: Dr. Dominique Brossard, Dr. Dietram Scheufele, Dr. Michael Xenos
Assisted in survey design, data collection, analysis, and publication writing
- Retracted scientific studies public survey (Spring 2019)
 - Public human genome editing survey (Fall 2016)
 - UW-Madison faculty/researcher survey (Spring 2016)
 - Synthetic biology expert survey (Fall 2015)
- Assisted in grant writing
- NSF Award #1827864, “Enabling decision-relevant debates about human genome editing” (Summer 2017, Spring 2018)
- 2016- *UW-Madison, Wisconsin Center for Education Research*
2017 Project Assistant
PI: Dr. Noah Weeth-Feinstein
“Understanding and Catalyzing Equity-Oriented Change in Museums and Science Centers” (NSF Award #1516255)
- 2015- *UW-Madison, Department of Life Sciences Communication*
2018 Lab coordinator for the Science, Media, and the Public (SCIMEP) Research Group
PIs: Dr. Dominique Brossard, Dr. Dietram Scheufele, Dr. Michael Xenos
- 2012- *OSU, School of Environment and Natural Resources*
2014 Graduate fellow
Advisor: Dr. Eric Toman
Responsible for survey design, data collection, analysis, and publication writing for fire-dependent ecosystem resident survey (Spring 2014)
- 2010- *Ohio Environmental Protection Agency (EPA), Division of Air Pollution Control*
2012 Full-time summer internships in State Implementation Plan (SIP) Section

TEACHING EXPERIENCE

- 2021 *University of Missouri, School of Journalism*
J4952: Strategic Communication Research Methods I (online, asynchronous);
Instructor
Fall 2021 (8-week), undergraduate, 30 enrolled

- 2021 *Dartmouth College, Institute for Writing and Rhetoric*
WRIT 07.33: Controversial Science and Public Opinion (online, mixed); Lecturer
Spring 2021, undergraduate, 14 enrolled (enrollment limit 16)
- 2021 *Dartmouth College, Institute for Writing and Rhetoric*
WRIT 07.33: Controversial Science and Public Opinion (online, mixed); Lecturer
Winter 2021, undergraduate, 15 enrolled (enrollment limit 16)
- 2020 *Dartmouth College, Institute for Writing and Rhetoric*
WRIT 44.03: Science Communication and the Public; Lecturer
Spring 2020, undergraduate [Course cancelled]
- 2019 *UW-Madison, Department of Life Sciences Communication*
LSC 251: Science, Media, and Society (online, asynchronous); Instructor
Summer 2019, undergraduate, 38 enrolled
- 2019 *UW-Madison, Department of Life Sciences Communication*
LSC 432: Social Media for the Life Sciences; Teaching Assistant (TA)
Spring 2019, undergraduate, 39 enrolled
- 2018 *UW-Madison, Department of Life Sciences Communication*
LSC 251: Science, Media, and Society (online, asynchronous); Instructor
Summer 2018, undergraduate, 31 enrolled
- 2018 *UW-Madison, Department of Life Sciences Communication*
LSC 251: Science, Media, and Society; Teaching Assistant (TA)
Spring 2018, undergraduate, 140 enrolled
- 2017 *UW-Madison, Department of Life Sciences Communication*
LSC 100: Science and Storytelling; Instructor (TA)
Fall 2017, undergraduate, 30 enrolled (2 sections)
- 2015 *UW-Madison, Department of Life Sciences Communication*
LSC 625: Risk Communication; Course assistant
Fall 2015, graduate and undergraduate, 30 enrolled
- 2013 *OSU, School of Environment and Natural Resources*
ENR 2300: Society and Natural Resources; Teaching Assistant (TA)
Fall 2013, undergraduate, 150 enrolled

PEDAGOGICAL TRAINING

- 2020 *Dartmouth College Learning Community for Future Faculty (LCFF)*
Attended various sessions
- 2019-
2020 *Dartmouth College Teaching Science Seminar*
Attended various sessions
- 2017 *UW-Madison New Educators Orientation (NEO)*
Teaching Orientation
- 2012 *OSU University Center for the Advancement of Teaching (UCAT)*
Teaching Orientation

GUEST LECTURES AND SEMINARS

- 2021 *UW-Madison, Department of Horticulture*, Guest lecture
“Can we change our public attitudes towards GM foods?”
Spring 2021, Hort 375.003 (Prof. Yi Wang): A Growing Dilemma: The Future of Food
- 2020 *Otterbein University, Department of Biology and Earth Science*, Seminar
“Controversial biology: Public attitudes toward science and gene editing technologies”
Fall 2020, BIO 3998 (Prof. Brandon Sinn): Department Seminar
- 2020 *Dartmouth College, Institute for Writing and Rhetoric*, Guest lecture
“Introduction to Science Communication for the Public”
Winter 2020, WRIT 44.01 (Prof. Sarah Smith): Scientific Writing and Communication in the Life Sciences
- 2019 *UW-Madison, Department of Life Sciences Communication*, Colloquium
“Capturing science engagement: Understanding scientists, publics, and outcomes”
Spring 2019, LSC 700 (Prof. Dominique Brossard): Colloquium in Life Sciences Communication
- 2019 *UW-Madison, Population Health Sciences*, Guest lecture
“Risk Communication in a Social Media Era”
Spring 2019, PHS 789 (Prof. Kristen Malecki): Introduction to Environmental Health
- 2018 *UW-Madison, Department of Life Sciences Communication*, Colloquium
“UW researchers and graduate students on public engagement: The role of social media, scientists, and the public”
Spring 2018, LSC 700 (Prof. Dominique Brossard): Colloquium in Life Sciences Communication
- 2017 *UW-Madison, Department of Life Sciences Communication*, Colloquium
“Science festivals as platforms for gauging public attitudes about science, research, and universities”
Spring 2017, LSC 700 (Prof. Dominique Brossard): Colloquium in Life Sciences Communication

INVITED TALKS

- 2020 Dartmouth College, Medical Education Scholars group
Guest speaker, “Public science communication for medical students”
- 2020 Science Talk Conference, Portland, OR [**Postponed for COVID-19**]
Invited panelist, “Science of Science Communication”
- 2020 Dartmouth College, Postdoctoral Association (DCPA), Postdoc Research Day
Table talk, “Social Media and the Scholar”
- 2017 International Public Science Events Conference (IPSEC), Madison, WI
Invited talk, “Scaling up while drilling down”

PUBLIC TALKS

- 2017 UW-Madison, Morgridge Center for Public Service, Bagels & Research
“Science engagement across campus: The Wisconsin Science Festival (WSF) and beyond”

OTHER PUBLICATIONS

- Rose, K. M.**, Holesovsky, C. M., Bao, L., Brossard, D., and Markowitz, E. M. (2020, January). *Faculty public engagement attitudes and practices at land-grant universities in the United States*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>
- Science, Media, and the Public Research Group (SCIMEP). (2016, September). *Scientists and social media, 2016*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.
- Science, Media, and the Public Research Group (SCIMEP). (2016, February). *Exploring public opinion and risk perceptions of food in Wisconsin*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.
- Runge, K. K., Brossard, D., Scheufele, D. A., **Rose, K. M.**, & Larson, B. J. (2015, July). *Opinion report: Public opinion & biotechnology*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.
- Science, Media, and the Public Research Group (SCIMEP). (2015, March). *Public perceptions of nanotechnology*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.
- Science, Media, and the Public Research Group (SCIMEP). (2015, February). *Scientists and social media*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.
- Science, Media, and the Public Research Group (SCIMEP). (2014, December). *Public perceptions of online comments*. University of Wisconsin-Madison. Madison, WI: Department of Life Sciences Communication. Available from <http://scimep.wisc.edu/projects/reports/>.

PROFESSIONAL AND CAMPUS SERVICE

- 2021 Dartmouth College, Postdoctoral Association (DCPDA), co-president
- 2020-2021 Dartmouth College, Council on the Libraries, member (postdoc representative)
- 2019-2021 Dartmouth College, Dartmouth College Postdoctoral Association (DCPDA), leadership council member
- 2019-pres. Association for Education in Journalism and Mass Communication (AEJMC), ComSHER Division, conference submission reviewer
- 2018 UW-Madison, WISCIENCE, assisted with STEM Immersion visit to LSC department

2015 UW-Madison, LSC, workshop organization and discussion moderator, “Understanding how Wisconsin citizens think about meat and food”

MEDIA MENTIONS

- 2020 Genetic Literacy Project, [Consumers who reject CRISPR fear that gene-edited crops cause allergies and only benefit food companies, survey shows](#), February 10
- 2020 University of Wisconsin-Madison News, [Land-grant faculty prioritize public engagement, but feel isolated](#), February 6
- 2016 University of Wisconsin-Madison News, [From public outreach to peer review, UW-Madison scientists find value in social media](#), December 13
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ORGANIZATIONAL AFFILIATIONS (CURRENT)

American Association for the Advancement of Science (AAAS)
Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Association (ICA)
Midwest Association for Public Opinion Research (MAPOR)
Network for the Public Communication of Science and Technology (PCST)